

Patent claims

1. Use of titanium dioxide pigments and/or iron oxide pigments based on platy substrates for colouring food products or pharmaceutical products.
2. Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 1, characterized in that the platy substrate is a mica platelet,  $Al_2O_3$  platelet,  $TiO_2$  platelet or  $SiO_2$  platelet.
3. Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 1 ~~or 2~~, characterized in that the iron oxide pigment is a platy substrate coated with  $Fe_2O_3$  or  $Fe_3O_4$ .
4. Use of titanium dioxide pigments and/or iron oxide pigments according to ~~one of~~ Claims 1 ~~to 3~~, characterized in that the titanium dioxide pigment content and/or iron oxide pigment content in the food product or pharmaceutical product is 0.005 to 15% by weight.
5. Use of titanium dioxide pigments and/or iron oxide pigments according to <sup>claim 1</sup> ~~one of~~ Claims 1 ~~to 4~~, characterized in that the titanium dioxide pigment and the iron oxide pigment can be mixed in a ratio of 1:20 to 20:1.
6. Use of titanium dioxide pigments and/or iron oxide pigments according to <sup>claim 1</sup> ~~one of~~ Claims 1 ~~to 5~~, characterized in that titanium dioxide pigments and/or iron oxide pigments combined with one or more pearlescent pigments, coated or uncoated  $TiO_2$  platelets,  $SiO_2$  platelets, natural or nature-identical colorants, colour pigments or natural plant or fruit extracts are used.

7. Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 6, characterized in that the titanium dioxide pigments and/or iron oxide pigments are used in combination with one or more pearlescent pigments based on mica coated with  $\text{TiO}_2$ ,  $\text{Fe}_2\text{O}_3$  or a  $\text{TiO}_2/\text{Fe}_2\text{O}_3$  mixture.
8. Use of titanium dioxide pigments and/or iron oxide pigments according to Claim 6 ~~or 7~~, characterized in that the iron oxide pigment is a mica platelet,  $\text{SiO}_2$  platelet or  $\text{TiO}_2$  platelet coated with  $\text{Fe}_3\text{O}_4$ .
9. Use of titanium dioxide pigments and/or iron oxide pigments according to <sup>claim 1</sup>~~one of Claims 1 to 8~~, characterized in that the food product or pharmaceutical product is furnished with a coating of shellac, oils, waxes, gum arabic, celluloses, polymethacrylates or icing comprising titanium dioxide pigments and/or iron oxide pigments and if appropriate other pigments and/or colorants.
10. Process for the production of food products and pharmaceutical products coloured by titanium dioxide pigments and/or iron oxide pigments, characterized in that the titanium dioxide pigment and/or iron oxide pigment is added to the product to be coloured alone or in combination with other pigments or colorants in the desired quantitative ratios, simultaneously or successively, during or after their production.
11. Food products and pharmaceutical products comprising titanium dioxide pigments and/or iron oxide pigments based on platy substrates as colorant.